

CALIBRATING SUCCESS WITH QUALITY

Cherry Hill Interiors Pvt Ltd is India's leading corporate interiors firm, specialising in turnkey design, fit-out and LEED certified projects for MNCs and large Indian corporates. Established in 1987, it is the most preferred company for occupancy services for corporates, hotels, hospitals, universities, etc, in India. Cherry Hill's journey has been one of rapid growth – from a start-up to a technology and systems-led establishment with a nation-wide presence, multiple ISO certifications and credit ratings of A1+ by CARE. It has been very active in the construction of co-working spaces and working with leading companies including Global. Cherry Hill is now specialising in co-working spaces to re-define the concept of workspaces.

One such recent project is WeWork in Bengaluru. Spread across six floors, 60,000sqft and an al fresco cafeteria, it's a co-working space, where start-up and developing companies can operate individually in their own dedicated spaces with all necessary facilities, support and approvals. The entire building is equipped with Wi-Fi and VC rooms, and each floor has dedicated cabins, conference and meeting rooms. It is a workplace designed for start-ups, young entrepreneurs, technology



Mr. Gaurav Kashyap,
CEO of Cherry Hill Interiors

companies, etc, intended to enable fresh ideas, connectivity, organic networking, workplace community and opportunity in hood and across. These places are targeting high volume of technology and other start-ups.

Cherry Hill also aligned with Xander in Bengaluru in the past and developed a New Concept to create an ambitious space with openness and designed to create right environment for different communities with different spaces. Cherry Hill Interiors completed successfully the Xanders at Bengaluru – it features 35,000sqft, 288 workstations, five meeting cabins, and a serviced office and co-working space. Xanders is a workplace for designers, artisans and engineers engaged in the business of conceiving and developing new products or



The Interior landscape of WeWork, Gurugram

objects of creativity.

The co-working segment in India is expected to receive \$400 million in investments by 2018, according to a recent study. The potential market size for this segment across India currently stands in the range of 12-16 million sqft. This includes start-up employees, professional freelancers, staff at emerging businesses (SMEs) as well as large corporate office employees. Of this potential nation-wide market size, the total addressable size for co-working spaces across the metros of Delhi NCR, Mumbai, Bengaluru, Chennai, Hyderabad and Pune is approximately 5 million sqft. A big business opportunity lies with large corporate firms seeking alternative, activity-based workplaces to nurture talent and further their business growth. The small, emerging business sector follows as the second demand

group looking for hotdesking opportunities at low costs, while professional freelancers and start-ups form the rest of the demand.

Gaurav Kashyap, CEO of Cherry Hill Interiors, says, "Co-working has a great future in India and coincides well with the start-up scene and the culture supported by the government. These spaces are vibrant, full of energy and support a generation of new ideas, providing much needed relief to start-ups, young professionals, work-at-home professionals, independent consultants, scientists, engineers and entrepreneurs – by providing a legally recognised, Grade A and tier 1 address, which hedges the risk of using office spaces that are not regularised by local authorities. Co-working spaces have arrived and are the future, which is also aligned to the vision of Cherry Hill to help its clients achieve the office of the future."

The interiors for Hive, Bengaluru, dynamically rendered by Cherry Hill Interiors.

